

Message Text

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E.O. 11652: N/A
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SUBJECT: U.S. PARTICIPATION AT NAUKA '78

REF: USDOC 8746 (NOTAL)

SUMMARY: FROM ALL ASPECTS, RESPONSES TO REFTEL INDICATE THAT USDOC EXPORT PROMOTION PROGRAM CONTINUES TO BE COMPETITIVE AT \$200/SQ. METERS. THE ONLY EXCEPTION TO THIS IS THE BRITISH OVERSEAS TRADE BOARD'S (BOTB) PACKAGE, WHICH INCLUDES LARGER SUBSIDIES AND PAYMENT OF UP TO 50 OF TRAVEL COSTS.

1. PRIVATE COMPANIES, ON THE WHOLE, CHARGE HIGHER FEES FOR EXHIBIT CONSTRUCTION THAN DO GOVERNMENT AGENCIES. DEPENDING ON CONSTRUCTION MATERIALS, COSTS RANGE FROM USD 175-400 PER SQUARE METER BUT DO NOT INCLUDE SERVICES SUCH AS WE PROVIDE, I.E., INTERPRETER, GRAPHICS, CLEANING, SECURITY, RETURN FREIGHT, PRINTING OF EXHIBIT BROCHURE, PRE-SHOW MARKETING, HOSPITALITY.

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2. THE USSR CHAMBER OF COMMERCE RATES ARE BETWEEN USD 200-300 PER SQUARE METER BUT DO NOT INCLUDE MANY OF OUR SERVICES.

3. THE BEST PACKAGE IS OFFERED BY THE BRITISH OVERSEAS TRADE BOARD. TWO TYPES ARE AVAILABLE: JOINT VENTURE

AND BRITISH PAVILION. THE JOINT VENTURE PACKAGE, IN WHICH THE BOTB ASKS A CHAMBER OF COMMERCE IN ENGLAND TO CO-SPONSOR AN EXHIBIT (SUCH AS AT INTERNEPCON), COSTS BRITISH POUND 7.50/SQUARE METER PLUS A ONE-TIME REGISTRATION FEE OF BRITISH POUND 100. THE PAVILION PACKAGE, IN WHICH THE BOTB TAKES AN ENTIRE "BRITISH" PAVILION (SUCH AS IN INTERNATIONAL EXHIBITS LIKE SEL-KHOZTEKHNIKA), COSTS BRITISH POUND 35/SQUARE METER. BOTH PACKAGES INCLUDE BASIC STAND AND "ESSENTIAL SERVICES" (WHICH APPROXIMATE OUR PACKAGE). THE BOTB WILL ALSO ABSORB 50 OF RETURN FREIGHT TO U.K. ON SALEABLE ITEMS AND WILL REIMBURSE UP TO 50 PERCENT "OF THE EXPENDITURE INCURRED ON TRAVEL WITHIN A MAXIMUM OF HALF THE APPROPRIATE RETURN TOURIST AIR FARE FOR TWO REPRESENTATIVES." FOR FIRST TIME EXHIBITORS TO THE SOVIET UNION, A 50 REDUCTION ON ALL COSTS WILL BE MADE FOR THE FIRST TWO EXHIBITIONS.

4. THE FRENCH AND BELGIANS ARE BOTH IN THE NEIGHBORHOOD OF \$200-300/SQUARE METER BUT SERVICES ARE NOT AS EXTENSIVE AS OURS. WE WERE NOT ABLE TO OBTAIN INFORMATION FROM THE JAPANESE, SWISS AND DUTCH.

5. WEST GERMANY, ON THE OTHER HAND, PROVIDES NO COMPARABLE PACKAGE FOR THEIR COMPANIES, AND LIMITS SUPPORT TO NORMAL SERVICES PROVIDED BY FRG EMBASSY'S ECONOMIC/ UNCLASSIFIED

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COMMERCIAL SECTION.

6. COMPANIES QUERIED DURING INTERNEPCON (KIVER COMMUNICATIONS ORGANIZED/GLAHE CONSTRUCTED) WERE GENERALLY SATISFIED WITH SERVICES PROVIDED BUT ALMOST ALL COMPLAINED OF HIGH PRICE - \$250/SQUARE METER FOR SHELL ONLY AND \$100/SQUARE METER FOR FLOOR SPACE IF COMPANY WISHED TO CONSTRUCT OWN BOOTH.

7. AS OPPOSED TO USDOC, HOWEVER, ALL CONSTRUCTION DONE IS BY ALUMINUM FRAME/PANEL TYPE RATHER THAN CUSTOM CONSTRUCTION.

8. COMMENT: IT REMAINS TO BE SEEN WHETHER OR NOT COMPANIES CAN DO THEIR EXHIBIT INDEPENDENTLY AT MUCH LESS THAN OUR CHARGE, WHILE AT SAME TIME RECEIVING EXTRA SERVICES INCLUDED IN OUR PACKAGE. SOME COMPANIES MAY USE OWN INTERPRETERS WHICH THEY ARRANGE (SOMEHOW) BUT MAY NOT INCLUDE THIS COST IN THEIR TOTAL EXPENSE/SQUARE METER. OR SOME COMPANIES MAKE USE OF OWN PERSONNEL, THUS SAVING ON THAT PORTION. WE DOUBT, HOWEVER, THAT A COMPANY CAN DO MUCH BETTER IN

USSR (CONSIDERING ENTIRE PACKAGE) THAN BY PARTICIPATING
IN USDOC-SPONSORED SHOWS. END COMMENT. MATLOCK

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